

# LOBSTER ME & YOU

## COMMUNITY FUNDRAISING PROGRAM

Lobster ME strives to support local organizations who positively impact our community. We do this through our Lobster ME & YOU community fundraising program.

*We're known for our lobster rolls, so we built our program around them:*

**For every lobster roll purchased as part of the community fundraiser, we'll donate \$3 to the partner organization.**

Our fundraising opportunity isn't just one night, but a week-long affair. We start on a Monday at 5pm with a kick-off party to welcome staff, volunteers and supporters of the partner organization to fill the tables and enjoy some lobster. After Monday night's festivities, the fundraising continues every night from 6-8pm through Sunday evening, giving supporters the opportunity to come at their convenience.

- 1 COMPLETE APPLICATION BELOW** and return to [community.fundraising@lobsterme.com](mailto:community.fundraising@lobsterme.com). Applications are reviewed and accepted on a first-come, first-serve basis with only one organization selected per month.
- 2 ONCE YOUR ORGANIZATION IS CHOSEN**, we'll contact you and set up a meeting to discuss your Lobster ME & YOU fundraiser and set the date. We will promote your event through social media and we'll provide you with a graphic to share with your followers, as well.
- 3 SPREAD THE WORD!** By actively promoting the kick off night and the days following, you'll ensure that your organization will maximize its support.
- 4 ON THE NIGHT OF KICK-OFF**, encourage your supporters to order lobster rolls and enjoy each other's company. Remind everyone to return during the next six days as the fundraising continues.
- 5 THE FINAL COUNT!** We'll tally the lobster roll sales and write you a check as our donation to your good works in the community.
- 6 THANK YOUR SUPPORTERS.** Whether it's a mass email or sending a post-event press release to the newspaper (with the hope that it will get printed), however you say "thanks" will be appreciated.

## FUNDRAISING APPLICATION

Name of organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Brief description of the organization and mission: \_\_\_\_\_

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EMAIL APPLICATION TO: [COMMUNITY.FUNDRAISING@LOBSTERME.COM](mailto:COMMUNITY.FUNDRAISING@LOBSTERME.COM)  **LOBSTERME.COM**